



## Cotton Island: Students' Learning Motivation Using a Virtual World

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**The purpose of this article is twofold: (a) to present Cotton Island, an avatar-based 3-D virtual learning environment in Second Life and (b) to evaluate students' learning motivation in using Cotton Island as a learning tool.**

Using virtual worlds is one alternative to traditional teaching methods that can provide rich learning experiences. Cotton Island was designed with unique navigational features to provide access to rich resources and educational activities that improve students' knowledge of cotton. Based on the ARCS (attention, relevance, confidence, and satisfaction) model, this study assesses students' learning motivation when using Cotton Island as a learning tool.